

## ABSTRACT

Titanium dioxide particles having a selective shielding effect against infrared radiation and a high spreadability are disclosed. The titanium dioxide particles have a primary particle size of 0.5 to 2.0  $\mu$  m and a visible light transmission of less than 95%. The titanium oxide particles consist essentially of 0.05 to 0.4% by weight of aluminum oxide, 0.1 to 0.8% by weight of zinc oxide, and the balance of titanium dioxide. The titanium dioxide particles are produced by blending of hydrated titanium oxide with minor amounts of an aluminum compound, a zinc compound and a potassium compound, and then calcining the blend.